Thesis Report
on
Promotional Strategy of E-commerce Industry in Bangladesh: A Case Study on Daraz Bangladesh Limited

Submitted by:

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Semester: Fall 2024
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Submitted to:

Department of Business Administration
Sonargaon University (SU)
Submitted for The Partial Fulfilment of the Degree of
Regular Master of Business Administration



Sonargaon University (SU)

147/I, Green Road, Tejgaon, Dhaka-1215, Bangladesh.

Date of Submission: December 28, 2024

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Submitted to:

Sharmila Sikder
Assistant Professor
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Submitted for The Partial Fulfilment of the Degree of
Master of Business Administration



Sonargaon University (SU)
147/I, Green Road, Tejgaon, Dhaka-1215, Bangladesh.

Date of Submission: December 28, 2024

Letter of Transmittal

December 28, 2024

Sharmila Sikder
Assistant Professor
Department of Business Administration
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Subject: Submission of thesis paper.

Dear Madam

With great gratification, I am submitting my research paper titled "**Promotional Strategy of E-commerce Industry in Bangladesh: A Case Study on Daraz Bangladesh Limited.**" As per partial accomplishment of the requirements for the MBA degree under the MBA Marketing program, I have completed the master paper from the E-commerce Industry of Bangladesh. It is an enormous prospect for me to gather vast information and appropriately grasp the subject matter. I found the research activity quite interesting, beneficial & and insightful, and I tried my best to prepare an effective & and credible report.

I honestly, not only anticipate that my analysis will provide a clear idea about Promotional Strategy of E-commerce Industry in Bangladesh but also optimistic enough to believe that you will find this research paper's worth for all the labor I have put into it. I welcome your entire query & and take pride in answering them.

Yours Sincerely

Md. Ibrahim Hossain
ID: MBA2401031046
Major: Marketing
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Declaration of Student

This is to notify you that, the thesis paper on "**Promotional Strategy of E-commerce Industry in Bangladesh: A Case Study on Daraz Bangladesh Limited.**" has been prepared as a part of my dissertation formalities. It is an obligatory part of my MBA program to submit a thesis paper.

Moreover, my supervisor Sharmila Sikder, Assistant Professor, Department of Business Administration, Sonargaon University (SU), inspired and instructed me.

I am further declaring that I did not submit this report anywhere for awarding any degree or certificate.

Yours Sincerely

Md. Ibrahim Hossain
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Certificate of Supervisor

This is to certify that the thesis report "**Promotional Strategy of E-commerce Industry in Bangladesh: A Case Study on Daraz Bangladesh Limited.**" has been prepared as a part of the completion of the MBA program from the Department of Business Administration, Sonargaon University (SU), carried out by Md. Ibrahim Hossain, bearing ID: MBA2401031046 under my supervision. The report or the information will not be used for any other purposes.

Sharmila Sikder
Assistant Professor
Department of Business Administration
Sonargaon University (SU)

Acknowledgment

In the beginning, I would like to convey my sincere appreciation to the Almighty Allah for giving me the strength and ability to finish the task.

I want to thank my academic supervisor Sharmila Sikder, Assistant Professor, Department of Business Administration, Sonargaon University (SU), for providing me with all the necessary help for the completion of this report. I want to give the greatest thanks to her for guiding me as an advisor to start and complete this report successfully.

The opportunity I had with Daraz Bangladesh Limited was a great chance for deep learning and professional development. I consider myself a very lucky individual as I was provided with an opportunity to be a part of it. I am also grateful for having a chance to meet so many wonderful people and professionals who led me through this period.

I would thank my official supervisors Mr Bahauddin Shawon, Manager of Daraz Bangladesh Limited for allowing me the role of Junior Executive, He has given opportunity to practice and knowledge about promotional strategy of Daraz Bangladesh Ltd. Without those contributions, it would have not been possible for me to conduct this period of work.

Abstract

This report is based on my experience in the E-commerce Industry of Bangladesh. This research helped me understand the challenges in Promotional Strategy of E-commerce in Bangladesh and how to effectively doing different Promotional Strategy Industry of Bangladesh. The findings and analysis encompass both primary and secondary data. Primary data were collected through face-to-face conversations with after-sales service officials, service correspondents, and relevant service sources. Secondary data were gathered from various organization publications, including newsletters, service guidelines, reports, handbooks, websites, and yearly reports. The report also provides an overview of the mission, vision, corporate philosophy, awards, achievements, and the strategy of promotion. The E-commerce industry in Bangladesh has experienced significant growth in recent years due to factors such as increasing disposable income, improved road infrastructure, and changing consumer preferences. This thesis presents a comprehensive analysis of Promotional Strategy by the E-commerce industry in Bangladesh, with a focus on Daraz Bangladesh Limited. The study utilizes a case study approach, incorporating both qualitative and quantitative research methods. Daraz Bangladesh Limited has introduced an online market place where lots of buyers and sellers engaged. Additionally, they have emphasized effective branding and marketing strategies to enhance their brand equity and attract target customers. The study concludes by providing valuable insights into the promotional strategies of Daraz Bangladesh Limited in the Bangladeshi E-commerce industry. It is hoped that this research will serve as a valuable resource for industry practitioners, academics, and policymakers interested in understanding and improving the E-commerce industry in Bangladesh.

Table of Contents

Contents	Page Number
Title page……	i
Letter of Transmittal……	ii
Declaration of the Student……	iii
Supervisor's Certificate……	iv
Acknowledgment……	iv
Abstract……	vi
Table of Content……	vii-viii
Chapter: 01	**9-12**
Introduction	
1.1 Introduction……	10
1.2 Origin of the Report……	10
1.3 Background of Study……	10
1.4 Scope of the Study……	11
1.5 Objective of the study……	11
1.5.1 Broad Objective……	11
1.5.2 Specific Objective……	11
1.6 Methodology of the study……	11
1.6.1 Source of Data……	11
1.6.1.1 Primary Data……	11
1.6.1.2 Secondary Data……	12
1.7 Limitations of the study……	12
Chapter: 02	**13-17**
Literature Review	
2.1 Literature Review……	14
2.2 The Marketing Mix……	14-15
2.3 4Ps Model in the Marketing Mix……	15
2.3.1 Product ……	15
2.1.2 Price……	15
2.1.3 Place……	16
2.1.4 Promotion……	16-17
Chapter-03	**18-24**
Organizational Profile	
3.1 History……	19
3.2 Mission……	19
3.3 Vision……	19
3.4 Strategic Objective……	19
3.5 Core Values ……	19
3.6 Location……	20
3.7 Corporate Information……	20
3.8 Milestone……	20-24

Chapter-04	**25-36**
Promotional Strategy of Daraz Bangladesh Limited	
4.1 Promotional strategy …..……..	26
4.2 Offline promotional activities…….	26
4.3 TVC..…..……..…..……..…….	26
4.4 Billboard..…..…..…..……	27
4.5 Radio.…..…….	27
4.6 Events..…..……	27
4.7 Online Promotional Strategy.…..……..	28
4.8 Discounts.…..……...……	29
4.9 Free delivery..…..…… ……...……..	29
4.10 The biggest 11.11 Campaign..…..…..…..……	30
4.11 Fatafati Friday.…..……	30-31
4.12 BNY Campaign..…..…..…… ..……..	31
4.13 Grocery Flat Sale..…..…..…..…..…..…..…..…..…..…...	31-32
4.14 Anniversary Sale……..	32
4.15 Grand Eid Fest..…..…… ..……	32
4.16 Eid Fashion Week. …..…..…... ..……...	32-33
4.17 Autumn Sale……..	33
4.18 6th Mobile Week..…..…….	33
4.19Ten10 Campaign……..	34
4.20 Cyber Monday.……	34
4.21 “Back to School” campaign…….	35
Chapter-05	**36-39**
Findings	
5.1 Findings……..…..……	37-39
Chapter-06	**40-43**
Recommendations and Conclusion	
6.1 Recommendations……..…..……	41
6.2 Conclusion……..…..……	41
Bibliography	**42**
References	**43**

Chapter: 01

Introduction

1.1 Introduction

E-commerce refers to various methods of conducting commercial transactions through electronic networks, which include digital information exchange, email, the World Wide Web (WWW), internet applications, and networking tools. These technologies enable the buying and selling of goods and services in the online marketplace. E-commerce plays a crucial role in enhancing the productivity and performance of businesses, government entities, and non-profit organizations on a daily basis. In today's fast-paced world, individuals have limited time and strive to optimize their resources, making e-commerce particularly advantageous by saving the two most valuable assets: time and money.

Rather than physically visiting markets, consumers can engage in online buying and selling. Bangladesh, with its large population, attracts numerous businesses seeking to promote their products. However, the lack of technological advancements means that many of the latest conveniences of modern life remain inaccessible to the Bangladeshi populace. Digital marketers face challenges, as a significant portion of the population lacks internet literacy. Since its inception, the e-commerce sector has flourished and continues to experience steady growth.

1.2 Origin of the Report

This thesis represents the culmination of thorough research focused on the promotional strategies within the E-commerce industry in Bangladesh. The author, driven by a strong interest in marketing and a dedication to the E-commerce field, recognized the necessity for an in-depth examination of the promotional tactics utilized by leading E-commerce companies. The report is based on a diverse array of primary and secondary sources, which encompass interviews with industry managers, market analysis reports, corporate publications, and scholarly literature.

1.3 Background of the Study

The E-commerce industry in Bangladesh has play a vital role in the country. If you notice that once upon a time we could not imagine our self to buy anything via online. But nowadays things become easier. We can buy anything via online. Online industry is increasing day by day like Daraz Bangladesh Ltd, Bikroy, Pickaboo.com, Chaldal.com, Rokomari.com, Ajker deal, Othoba and so on. Promotional strategy is the most important factor in the E-commerce industry. That’s why in my study I will try to explain the promotional strategies for Daraz Bangladesh Ltd.

1.4 Scope of the Study

This study focuses on the promotional strategies implemented in E-commerce industry: Daraz Bangladesh Ltd. Using an effective promotional strategy, they are now market leader in the competitive market. Daraz is doing fantastic promotional strategies both online and off-line marketing. For offline they are practicing TV ads, billboards and for online they do their promotional marketing through Facebook, YouTube, website and so on where they offer the best price for the customer.

1.5 Objectives of the Study

1.5.1 Broad Objective

The broad objective of the report is the partial fulfillment of the degree of a Master of Business Administration

1.5.2. Specific Objectives

- To find the offline promotional initiatives undertaken by Daraz Bangladesh Ltd.
- To find the online promotional strategies employed by Daraz Bangladesh Ltd.

1.6 Methodology of the Study

This study is based on secondary data to investigate the promotional strategy Daraz Bangladesh Limited within the context of the E-commerce industry in Bangladesh. To enhance the meaningfulness of the report, primary data was gathered through informal interviews with industry experts, including marketing manager.

1.6.1 Source of Data: Here I have given below.

1.6.1.1 Primary Data

Primary data was collected through informal interviews with industry experts, including Daraz Manager.

1.6.1.2 Secondary Data

Secondary data is sourced from company annual reports, industry publications, academic journals, and relevant books. To augment the report's significance, websites and relevant documents were utilized. Secondary data, collected from external sources, includes information related to the company obtained directly from internal and external sources. The sources of secondary data for this report encompass the company's annual report and official website, the company's official Facebook page, publications, and various articles on the internet. Face interview with the manager of Daraz Bangladesh Ltd. His name is Bahauddin Shaon. Otherwise I also taken some data from secondary sources which is website, online journal, academic journal and so on.

1.7 Limitations of the Study

- The absence of specific data was due to certain restrictions imposed by the organization.
- It proved challenging to obtain the necessary papers and documents for the report.
- Resources were constrained.
- There was a deficiency of confidential data.

Chapter: 02

Literature Review

2.1 Literature Review

There are insufficient studies and literature in the context of E-commerce marketing and their expansion in Bangladesh. As a result, a few available published literatures have been reviewed for developing the research questions and objectives of the study.

2.2 The Marketing Mix

The marketing mix is one of the most dominant though it's in modern marketing (Kotleretal., 1999) which presents the marketer with a depot of controllable tactical marketing tools to indicatively compete in the new market-place and for delivering attractive market reaction in a target market.

The marketing mix concept is credited to Jerome McCarthy (1960) who condensed Borden's (1953) twelve components and conceptualized them as the 4Ps; Product, Price, Place and Promotion (Goi, 2009; Constant in ides, 2006; Anderson and Taylor, 1995; Van Waters hoot and Van den Bulte, 1992). McCarthy then analyzed these composite components within the framework of marketing manager with the consumer at the focal point of the entire process (Anderson and Taylor, 1995).

Philip Kotler and Gray Armstrong define, the promotion mix is the specific blend of advertising, public relations, personal selling, and direct-marketing tools that the company uses to persuasively communicate customer value and build customer relationships.

The Concept of the Marketing Mix that concerns Borden is "how can advertising, personal selling, pricing, packaging, channels, warehousing, and the other elements of a marketing program be manipulated and fitted together in a way that will give profitable operation?"

The 4 P's marketing mix concept (later known as the 7 P's of marketing) was introduced by Jerome McCarthy in his book: "Basic Marketing: A Managerial Approach". It refers to the thoughtfully designed blend of strategies and practices a company uses to drive business and successful product promotion.

Simply put the Marketing Mix is a tool used by businesses and Marketers to help determine a product or brands offering. The 4 Ps have been associated with the Marketing Mix since their creation by E. Jerome McCarthy in 1960

Edmund Jerome McCarthy (February 20, 1928 – December 3, 2015) was an American marketing professor and author. He proposed the concept of the 4 Ps marketing mix in his 1960 book Basic Marketing: A Managerial Approach, which has been one of the top textbooks in university marketing

courses since its publication.

According to Philip Kotler “Marketing Mix is the set of controllable variables that the firm can use to influence the buyer's response”. The controllable variables in this context refer to the 4 'P's [product, price, place (distribution) and promotion

2.3 4Ps Model in the Marketing Mix

2.3.1 Product

According to Kotler and Armstrong (2006), product can be defined as anything that can be offered to a market for consideration, procurement, use or utilization that may fulfill a need or want of a consumer. It must give value to a consumer, however, does not need to be substantial in the meantime and essentially, it includes presenting new products or improving the current products (Booms and Bitner, 1981). Ferrell (2005) has opined that the product is the core of the marketing mix strategy where retailers can offer unique attributes that differentiates their product from their competitors. Product quality is one of the marketer’s major positioning tools and quality has a direct impact on product or service performance (Kotleret al., 2008). Since perceived product quality and brand image in a roundabout way affect buying aims (Keining hamet al., 2005), brand and quality confirmation are chosen for the risk adjusting technique referencing product.

2.3.2 Price

Kotleret al. (2008) have defined price as the amount of money charged for a product or service or the aggregate of the values that clients exchange for the benefits of getting or using the product or service. Price can influence customer decision in a buy since the customer perceives exchange something of value– the price to have something of value i.e. the benefits (Kotler and Keller, 2006). Verma and Varma (2003) have opined that price is generally the adaptable elements to change contrasted with other elements of marketing mix. Companies frequently modify the fundamental price of a product to represent different client contrasts and evolving circumstances (Hunt, 2005). Price promotion is seen as better value to the customer in the general circumstance, since low price presumably pulls in clients (Fleischman net al., 2004, Yeeet al., 2005). Price is the most important measurement of repurchase intentions (Oh, 2000; Para sure man and Grewal, 2000) and customers usually buy products on the basis of price rather than other attributes (Peter and Donnely, 2007) where money back guarantees are additionally helpful (Yeung and Yee, 2003).

2.3.3 Place

It alludes to the place where the customers can purchase the product and the product contacts that place through various channels, like wholesalers, retailers and internet (Booms and Bitner, 1981) as a set of interdependent organizations that caters to the process of making a product available to the consumers (Kotler and Armstrong, 2006). Hirankittiet al. (2009) have considered place as the simple entry which potential client partners to a service; for example, location and distribution. The strategy of place needs effective distribution of the firm's products among the channels of marketing like wholesalers or retailers (Berman, 1996). It should pay attention to how it can deliver the product at the right time and at the right place, and which channel should be used to deliver the product (Copley, 2004).

2.3.4 Promotion

Promotion comprises of a particular mix of advertising, sales promotion, personal selling and public relations that convey the benefits of the product and persuade target customers to purchase it (Kotler and Armstrong, 2006). A communication program plays three vital roles such as providing needed information and suggestion, inducing target customers of the benefits of a particular product, and encouraging them to take action at particular

circumstances that are important in marketing strategies (Lovelock and Wright, 2002). However, the more the customers' perceived risk in purchasing a product, specifically when information is inadequate with regards to the greater the propensity to utilize word- of-mouth (Pocharski and Jacobson, 2007).

All the companies from all around the world have some specific marketing policies of their own. The policies that they make play a vital role which determines their future success. That is why every company tries to make their plans for marketing. General course of action contacting individuals and transforming them into shoppers of the item or administration that the organization gives is just a promoting arrangement of an organization. The organization's incentive, key showcasing messages, data on the objective purchaser, and other abnormal state basics are altogether contained by an organization's advertising approach. The showcasing strategy educates the advertising design, which is an original copy that lays out the sorts and timing of promoting traps. An organization's showcasing arrangement ought to have a more drawn out length than any individual advertising design as the strategy is the place the offer and the key basics of an organization's image live. These things in a perfect world don't change

particularly after some time. (Marketing Strategy)

To become successful in the highly competitive ecommerce sector in Bangladesh, Daraz Bangladesh Ltd. implements some policies. These are:

- Launching online campaigns
- Giving vouchers
- Giving discount cards
- Promotions in social networking sites
- Promotions in different websites
- Offline promotional marketing like TVC, digital billboard etc.

Implementing the right policy at the right time is challenging. However, when it comes into launching online campaigns, Daraz Bangladesh Ltd. launches different types of campaigns at different times. They basically launch the campaigns at the end of the months. The organization launches campaigns in almost every month. Besides that, the company gives vouchers in different types of restaurants. When the customers show the vouchers to the restaurants, they get special discounts. The consumers of Daraz Bangladesh Ltd. get these vouchers easily from the website of Daraz. After going to the restaurants, they just need to show the vouchers to the restaurant. Furthermore, Daraz Bangladesh Ltd. does online promotional activities. This is the era of internet. At this era of internet if any company neglects online promotions, they will not be able to survive in the market. Daraz Bangladesh Ltd. by its nature does the online promotions. The online promotions that the company does are mainly on different social media websites like Facebook, Twitter etc. Finally, Daraz Bangladesh Ltd. gives their advertisement to the different websites. If any consumer clicks on that advertisement, he or she will directly go to the website of Daraz Bangladesh Ltd. Reviewing the above-mentioned different literatures, the present study has focused on the following research questions:

What is the application of the concept of 4Ps Model of McCarthy product, price, place (distribution), and promotion as controllable tactical marketing tools for the effective marketing of E-commerce Industry in Bangladesh? How is the concept of 4Ps Model of McCarthy (product, price, place, and promotion) applied or used in the marketing of Daraz Bangladesh Ltd?

Chapter: 03

Organizational Profile

3.1 History

Daraz operates as an e-commerce marketplace in Bangladesh, having commenced its activities in 2015.

Establishment: The company was originally established in 2012 in Pakistan by three German siblings.

Market Expansion: The formation of Daraz Group in 2015 facilitated the brand's entry into various South Asian markets, including Bangladesh.

Acquisition: In 2018, Daraz was acquired by the prominent Chinese e-commerce company, Alibaba Group.

Market Presence: Daraz has established itself as a well-known brand in Bangladesh, providing an extensive array of products ranging from electronics and fashion to groceries and household goods.

Collaborations: The platform has formed partnerships with significant local brands such as Bata, Ecstasy, and Yellow, in addition to collaborations with technology leaders like Symphony, Samsung, and Butterfly.

Product Range: Daraz Bangladesh Ltd. boasts nearly 20 million products, representing the largest selection available on any e-commerce platform in the country.

Seller Support: The platform collaborates with over 550,000 sellers, assisting brands and small to medium-sized enterprises in expanding their business through its services.

3.2 Mission

'Empower Entrepreneurs to Seize Digital Opportunities in Bangladesh.'

3.3 Vision

'To Be Bangladesh's Most Trusted and Preferred E-commerce Platform, Enhancing Lives Through Innovation and Seamless Shopping Experiences'

3.4 Strategic Objectives

- To promote marketing tools for an effective business strategy
- To expand their products using online and offline marketing

3.5 Core Values

- Customer-Centricity: Placing the needs and preferences of customers at the forefront.
- Integrity: Upholding honesty, transparency, and ethical practices in all dealings.
- Innovation: Encouraging a culture of creativity and continuous improvement.
- Social Responsibility: Contributing to the welfare of society and the environment.

3.6 Location

The office of Daraz Bangladesh is situated at Asfia Tower, House # 76, Road # 11, Block-E, Banani, Dhaka – 1213. Daraz functions as an e-commerce marketplace in Bangladesh, Pakistan, Sri Lanka, and Nepal, providing complimentary delivery and return services throughout Bangladesh.

3.7 Corporate Information

Name: Daraz Bangladesh Limited

Industry: E-commerce

Founded: 2012

CEO: Mr. James Dong

Employees: 12000 employees across six continents

3.8 Milestone

- 1 Lakh DigiBox Delivery in June 2023, Daraz celebrated the delivery of its 100,000th DigiBox. To mark this occasion, Daraz launched the 27th DigiBox in Asfia Tower, Banani, Dhaka. The DigiBox is an IoT-based automated collection facility for Daraz customers
- 11.11 campaign Daraz's 11.11 campaign in 2022 generated Tk320 crore in revenue, which was 4% higher than the previous year. The campaign offered discounts of up to 60% on various brands
- Product List: Here I have given the categories of Daraz products

1.Women's & Girls' Fashion



Figure: Collected from Daraz Website

2. Men's & Boys' Fashion



Figure: Collected from Daraz Website

3. Electronic Accessories



Figure: Collected from Daraz Website

4. TV & Home Appliances



Figure: Collected from Daraz Website

5. Home & Lifestyle



Figure: Collected from Daraz Website

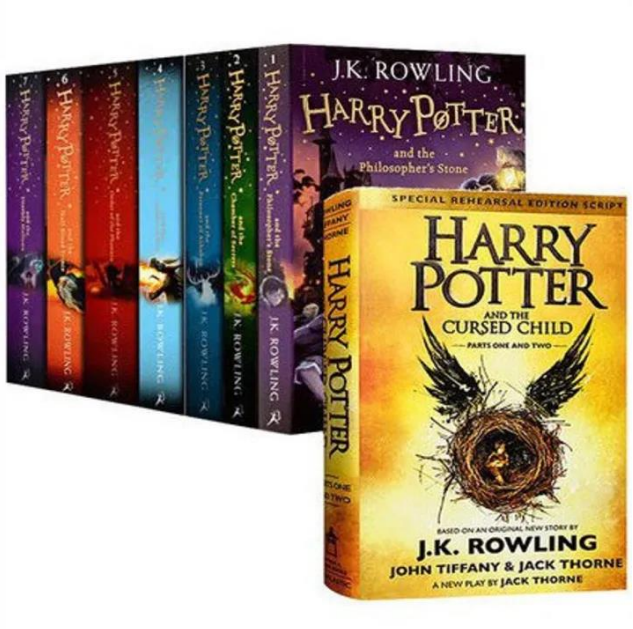


Figure: Collected from Daraz Website(Books)

6. Groceries



Figure: Collected from Daraz Website(Ingredients)

7. Health & Beauty



Figure: Collected from Daraz Website(Ingredients)

8.Watches, Bags, Jewellery:



Figure: Collected from Daraz Website(Ingredients)

Chapter: 04

Promotional Strategy of Daraz Bangladesh Limited

4.1 Promotion Strategy

A promotional strategy is a plan that businesses use to communicate the value of their products or services to their target audience. The goal is to increase awareness, interest, and sales. (Definition). Daraz is one of the best E-commerce in Bangladesh. They are the market leader right now. They reached this place after serving a long time. They have good knowledge about price, place, products and promotion. Based on thesis paper I am trying to write their promotional strategy to become a market leader.

4.2 Offline Promotional Activities

Offline promotional activities are to promote products through TVC, radio events, billboard, coupon and so on. Here I have given below how Daraz are using their promotional activities through offline promotional tools.

4.3 TVC

TVC is one of the best offline marketing for any industry. Daraz is also used TVS for their offline marketing. Every time when they launched any new campaign they try to involve with TVC.As per their manager he informed that TVC in one of the best promotional tools where they produced a bulk number orders



Figure: TVC (Source: Online)

4.4 Billboard

Billboard is also an effective tool for offline promotion. Daraz is used billboard promotional strategy to promote their products to the customer.



Figure: Billboard (Source: Online)

4.5 Radio

Though the importance of radio is reducing day by day. But it has less impact on promotional strategy. Daraz is used radio for their promotion.

4.6 Events

Sometimes Daraz invited some popular celebrity for their different events. They organised this program to increase the Daraz's face value. As those celebrities have a good number of fans. They can have inspired to them and buy products from the Daraz.



Figure: Events for 11.11 campaign (Source: Online)

4.7 Online Promotional Strategy

Promotions encompass the whole range of activities that convey the essence of a brand or assist the user. The goal is to enhance product awareness, draw attention, and encourage purchases of the product as a preferred choice over competitors. There are various types of promotions. Above the line promotions include advertising, public relations, and consumer-oriented promotions (such as schemes, price cuts, and contests), while below the line promotions comprise trade discounts, giveaways, incentives, rewards, and more. Sales promotion constitutes one aspect of the broader promotional endeavours.

As an ecommerce platform, most of the promotional initiatives undertaken by Daraz Bangladesh Ltd. occur online. Daraz Bangladesh Ltd. primarily conducts its online promotional activities through social media platforms like Facebook and Twitter. They engage in these promotional efforts on their official Facebook Page.

Additionally, they also run advertisements on YouTube, which users encounter while watching videos, similar to commercial breaks on television. Moreover, Daraz Bangladesh Ltd. advertises on various websites, allowing visitors to see their ads whenever they browse those sites. If users click on the advertisement, they are directed straight to the Daraz Bangladesh Ltd. website.

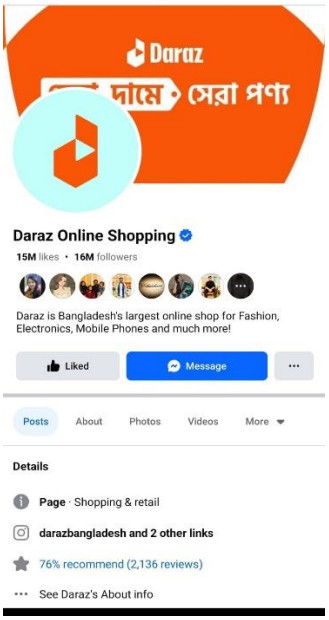


Figure: Daraz Online Facebook page (Source: Facebook)

4.8 Discounts

Discounts is one of the effective tools for attract buyers and boost up for sales. Customer wants the offer for different campaigns. They want the best quality products with reasonable prices. Daraz is the best online market place for their offers.



Figure: Discount offer for campaign (Source: online)

4.9 Free Delivery

Sometimes Daraz uses free delivery to attract for their customers. As you know inside Dhaka delivery charge BDT 70 taka and for outside Dhaka 150 taka approximately. Using free delivery promotion customers are happy to do shopping with Daraz. This is a good example of using promotional tools.



Figure: Daraz free delivery campaign (Source: Online)

4.10 The Biggest 11.11 Campaign

This is the biggest and largest campaign ever in Daraz. It is held on 11th November in each year. As per their manager claim that they processed 1.5 lac parcels per day in 11.11 campaign.

- Discounts: Save as much as 80% during flash sales
- Vouchers: Huge vouchers available
- Bank card discounts: Get double discounts with your bank card
- bKash cashback: Enjoy cashback with bKash
- Free shipping: Take advantage of free shipping offers
- Easy returns: Simple returns from the comfort of your home
- EMI plans: Convenient monthly installment plans available.



Figure: 11.11 Campaign (Source: Online)

4.11 Fatafati Friday

Daraz Bangladesh Ltd. is starting its Black Friday event, called "Fatafati Friday," in Bangladesh. Here are some important details about the campaign:

- This event takes place every November.
- It runs from November 17 to November 27.
- A wide range of products is available during this time.
- Discounts are offered throughout the campaign.
- Customers can enjoy discounts of up to 80%.
- The campaign is held in partnership with various brand shops.

Daraz Bangladesh Ltd. is the first company to bring this kind of campaign to Bangladesh, and they are currently the only ones doing it. They renamed Black Friday to "Fatafati Friday" to make it more relatable to the local culture. Sales for Daraz Bangladesh Ltd. increase threefold during this event.

Other e-commerce platforms in the country have not performed as well, which is why they have not introduced a Black Friday campaign.

4.12 BNY Campaign

The BMY campaign is essentially the Pohela Boishakh campaign. It is part of the marketing efforts by Daraz Bangladesh Ltd. Here are some main points about this campaign:

- Daraz Bangladesh Ltd. runs this campaign during the Bengali New Year.
- It continues for almost a month.
- They offer a wide range of products on their website.
- Discounts are available during this campaign.

Daraz Bangladesh Ltd. is the only e-commerce company in Bangladesh that runs campaigns for Pohela Boishakh. They are currently the sole company doing this in the country, using this name to draw in customers.Other e-commerce sites in Bangladesh have not achieved a satisfactory level of business, which is why they have not launched the BMY or Pohela Boishakh campaign.

4.13 Grocery Flat Sale

The campaign called grocery flat sale is another marketing campaign of Daraz. On this campaign the organization sell all kinds of grocery items in a discounted price. Some of the key features of this campaign have been given below:

- All kinds of grocery items get sold
- All the items are sold with a discount
- The campaign starts at the end of July
- It lasts for nearly half of the month

In the past no ecommerce site in Bangladesh ever launched any campaign on grocery items. Daraz Bangladesh Ltd. has introduced this in Bangladesh. Because of launching this campaign, the sale of Daraz Bangladesh Ltd. gets increased a lot.

Other ecommerce sites still did not start selling grocery items in a huge scale like Daraz Bangladesh Ltd. They are the only one in the country who is successful in selling the grocery items online. The competitors of Daraz Bangladesh Ltd. have failed to cross them.

Email and SMS: Send emails and SMS to customers to reach them and promote your products. This is one of the best way to reach customer. Sometimes customer spent busy time, they could not aware of this offer. Daraz also informed to the customer through giving campaign offer by email and SMS. This is one of the best promotional marketing strategy.

4.14 Anniversary Sale

This sale is set for December 17, 2024, to mark Daraz's 10th anniversary.



Figure: Anniversary Campaign (Source: Online)

4.15 Grand Eid Fest

Daraz has announced the Grand Eid Fest for 2024. Specially based on Eid they did several Eid campaign.

4.16 Eid Fashion Week

"Eid Fashion Week" is another successful marketing campaign of Daraz Bangladesh Ltd. The company has been successful in doing it every year. Some of the key features of this campaign are given below:

- Daraz Bangladesh Ltd launches every year before Eid
- They sell fashion products through this campaign.
- This campaign offers huge discounts.
- Most of the fashion branded products are eligible during this campaign.

Daraz Bangladesh Ltd This is released normally every year. Like Daraz Bangladesh LTD, other E-commerce sites in Bangladesh have not been successful. As part of the Eid campaign, Daraz Bangladesh Ltd. sells a huge amount of products during this campaign.

Other e-commerce sites also launch Eid fashion campaign on their sites. But none have been as successful as Daraz Bangladesh Ltd. Daraz Bangladesh Ltd. was way ahead of them in this regard.

4.17 Autumn Sale

"Autumn Sale" is another successful marketing campaign of Daraz Bangladesh Ltd. The company launches it successfully every year. The main features of this campaign are:

- Daraz Bangladesh Ltd. organizes this event every autumn
- This campaign sells fashion items perfect for autumn
- This campaign offers huge discounts
- This campaign will last for a long period

Daraz Bangladesh Ltd. is unique in launching a marketing campaign. By launching this campaign, they will increase their sales. Daraz Bangladesh Ltd successfully launches this initiative every year. So far, other e - commerce sites have not succeeded in launching any kind of seasonal campaign. Daraz Bangladesh Ltd Competitors They could not beat them in the seasonal campaign. Daraz Bangladesh Ltd.

4.18. 6th Mobile Week

Another successful marketing campaign by Daraz Bangladesh Ltd. is the Mobile Week campaign. The company has been doing it successfully every year. The main features of this campaign are:

- All brands of mobile phones are being sold in this campaign.
- All mobile phones are being sold at discounted prices.
- The campaign will start in the month of May
- It will last for almost half a month

Daraz Bangladesh Ltd. is successfully launching this campaign every year. Competitors Daraz Bangladesh Ltd. The company has not run any campaigns focused solely on mobile phones. Although the company sells mobile phones, it has never run a marketing campaign related to mobile phones. Daraz Bangladesh Ltd. Now it has become its very strong position on the market that no one can cross them.

4.19 Ten10 Campaign

The campaign called “Ten10” is another marketing campaign of Daraz. On this campaign the organization sell all kinds of products in a discounted price. Here are some of the important features of this campaign.

- This campaign starts in October.
- The campaign will continue only on October 10.



Figure: 10.10 Campaign on December (Source: Facebook)

4.20 Cyber Monday

The campaign titled "Cyber Monday" is another marketing campaign by Daraz. As part of this campaign, the organization is selling all kinds of computer and electronic products at discounted prices. Some of the key features of this campaign are mentioned below:

- Daraz Bangladesh Ltd will conduct this campaign in the month of November every year
- The promotion will run only on November 27.
- All kinds of computer and electronic products will be on sale during this promotion.
- Up to 85% off is available during this campaign.

Cyber Monday is an international marketing campaign followed by most countries around the world. Cyber Monday is celebrated every year on November 27. Daraz Bangladesh Ltd. They introduced this international marketing campaign for the first time in Bangladesh. Nobody in Bangladesh had ever imagined anything like this before them. Other e-commerce sites in Bangladesh are selling IT and electronics products on their sites. But none of them have managed to make Cyber Monday campaign. No one will be able to cross the border of Daraz Bangladesh Ltd. because Daraz Bangladesh Ltd. I have made my market very strong.

4.21 “Back to School” Campaign

The most unique and most future marketing campaign Daraz Bangladesh Limited. is its “Back to School” campaign. On this campaign the organization will sell all kinds of school products. Key features of this campaign are:

- Daraz Bangladesh Ltd will run this campaign throughout the year
- Selling all the best school uniforms in the country.
- All kinds of stationery products will be sold in the campaign
- This campaign will sell all books required for the education of students except those published by the Government Education Board.

This is the most unique upcoming campaign of Daraz Bangladesh Ltd. They are going to increase their sales with this campaign. They are trying to ease them to consumers to buy a school. They are very unique in the launch of this campaign in Bangladesh. Competitors of Daraz Bangladesh Ltd. They have not yet come up with a type of marketing campaign that enables students to get all the products they need while sitting at home. If Daraz Bangladesh Ltd. launches it successfully, it will be very difficult for its competitors to overtake Daraz Bangladesh Ltd. With the name Daraz Bangladesh Ltd., we will strengthen our position in the market.

Chapter: 05

Findings

5.1 Findings

Marketing 7P offers a conceptual framework that helps organizations pay attention to basic components through promoting products and services. The 7P frame contains the following elements of products, prices, locations, promotions, people, processes, and physical evidence: In this analysis, we explore the potential use of these features in the context of Daraz Bangladesh.

Product

Daraz operates as a business-to-consumer (B2C) marketplace. Customers can choose from a variety of product categories, including: mobile devices such as cell phones and tablets, televisions, audio equipment, cameras, computers, gaming consoles, consumer electronics, home and lifestyle products, sporting and travel goods, health and beauty products, products for moms and babies, groceries, and other similar categories. Once a customer finds a product that interests them, they click on it to access additional information such as a visual representation, text description, available payment options, relevant shipping information, etc. Customers can use relevant keywords to efficiently find their selected item. The client can use the complex Daraz Search function to clarify the search standards and improve their experiences very conveniently.

Price

Daraz offers a wide range of products. The structure of the price setting of the Daraz service is affected by many factors. The buyer does not bear the cost. The prices of products on Daraz are decided by the respective sellers. Daraz operates as a business model that relies primarily on commission to generate revenue. The Daraz e-commerce platform is entitled to receive a commission from the seller for each purchase and sale transaction completed. Essentially, Daraz acts as an intermediary, facilitating transactions between sellers and buyers. Strategic price reductions, sudden sales and special offers are additional elements to the regular competitive prices. During major events such as the Daraz 11.11 Sale or festive events, significant price reductions are implemented to attract and retain loyal customers. Integrating price transparency and consistent promotional efforts increases the overall value of the offering.

Place

Daraz operates solely through its online platform, which spans both a website and a mobile app. The site is purposefully designed with user experience as a priority, ensuring a smooth and easy browsing and buying experience. The company's products are widely available across Bangladesh, including urban and rural areas. The focus is on fast and reliable transportation, ensuring that customers can simply receive their purchases. In the above scenario, the transaction takes place on an online platform or virtual marketplace. The webpage in question can be accessed through the following hyperlink: https://www.daraz.com.bd/ leads to the website of Daraz, a Bangladeshi online marketplace.

Promotion

Marketing campaigns conducted in Daraz Bangladesh include a wide range of strategies and approaches. They make extensive use of social media for advertising purposes and for active engagement with consumers. Various digital marketing strategies such as optimization of search engines (SEO), online promotion, and e - mail marketing campaigns are used to effectively expand the target audience. Daraz uses alerts for applications to effectively convey discounts and unique offers, and guarantees users to get enough information on the current promotional opportunity. Partnering with influencers and celebrities helps raise brand awareness, and we actively participate in other public relations efforts. Newspaper articles about them appear periodically. In addition, the company operates a personal sales system, whereby agents receive a commission for arranging customer orders through their own accounts. Additionally, affiliate marketing might be seen as a viable alternative. Nevertheless, the promotional activities on their Facebook page have seen substantial growth in recent times. (Faisal, 2018). Furthermore, they started promoting their page using other social networks such as TikTok, Instagram, etc. Below are some of their Facebook marketing efforts and email marketing campaigns.

People

Currently, more than 4,000 people work in Daraz, and it observes constant growth in the basis of its employees. The company uses its own delivery system, known as Daraz Express, to carry out delivery operations. Each individual has worked hard to accelerate the distribution of its products throughout the country. In addition, the company uses external distribution channels to effectively serve the many specialty markets in which its products are distributed. In terms of distribution protocol, the company collaborates with RedX, Edesh, Pathao and several other entities.

Process

The operational side of Daraz Bangladesh, functioning as an e-commerce structure, holds significant importance in ensuring smooth and efficient service for both customers and suppliers. The company's website and mobile applications are designed to be easy for users to navigate and access. The interface is highly intuitive, allowing consumers to easily move between different categories, products, and promotions. When a customer places an order, the platform immediately starts collecting relevant order information. The process includes verifying the payment.

Confirming product availability by contacting the seller and creating an order confirmation for the buyer. The automation of this procedure has led to increased effectiveness, therefore, has minimized the possibility of errors and delays.

The platform provides various delivery alternatives, including ordinary and express delivery services. The client has been updated

Track the information so that the delivery progress can be actively tracked. Daraz Bangladesh Ltd has created a clear defined procedure to handle profitability and solve products related to products. Customers can initiate a product return request using the designated platform, but they must provide a specific reason for the return. She prioritizes execution efficient and customer-centric procedures can create a smooth and satisfying experience for both buyers and sellers. This approach aims to cultivate trust and promote loyalty among their customers

Physical Evidence

In the context of online commerce, the concept of physical confirmation can be seen as the representation of the digital encounter. Daraz's website and mobile app act as the primary platform for user experience. The interface has been carefully designed with visually appealing features, an intuitive user experience, and a responsive ecosystem that delivers a favourable digital brand experience. (Zaman, 2018). Customers and grades play an important role in training consumer behaviour, and provide public evidence to affect the choice of purchase. As they do not have physical stores. Many brands are available on their apps so users can purchase their products.

Chapter 06

Recommendations and Conclusion

6.1 Recommendations

In a very short period of time like 3 months, it is very hard to find out any problems in Daraz Bangladesh Ltd. on which I will give recommendations. Daraz Bangladesh Ltd is a successful e-commerce website in Bangladesh. However, after doing the research for this report, I have tried to offer some recommendations. The recommendations are:

- The duration of some campaigns need to long time
- The number of products for the 11.11 campaign needs to be increased.
- Advertisements should be placed regularly in daily newspapers across the country.
- They need to regularly show TVC on television channels.
- They should become more active on social networks sites.
- You need to introduce more international campaigns in Bangladesh.

These are some of the recommendations I still found in Daraz Bangladesh LTD. If they follow this, they could succeed in the near future.

6.2 Conclusion

The appearance of electronic commerce shows the era of digitalization of Bangladesh. Digital marketing is one of the few areas where rapid growth has recently been observed. It introduced people to new technologies of online transactions on digital platforms like Facebook, YouTube, Instagram, Quora, Paypal, etc. Bangladesh already has 65 million internet users, about 40% of the total population, so the potential for online marketing is immense. "I am happy to discuss digital marketing as an important part of Digital Bangladesh starting today," said the ICT Minister. As city dwellers are getting busy with their work, more and more people are turning to the internet to order their desired products hassle-free. Daraz has immense opportunities to capture the market and further expand its business with its current marketing strategy. In a very short span of time, they have become the leader in the e-commerce industry in Bangladesh. This has happened only because of the right marketing strategies they have adopted. Threats from competitors like Bikroy.com, Chaldal.com, Ali express, Pickaboo, etc is there. But they can use economies of scale to their advantage and beat their competitors in the coming days. Moreover, a good relationship with the customer and after sales service is also important to capture more market share.

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